RESEARCH PROPOSAL OF THE THESIS ENTITLED

IMPACT OF GREEN MARKETING ON CONSUMER BUYING PATTERNS IN THE CLOTHING INDUSTRY

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By

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1. Introduction

One of the burning global issues in the current scenario is environmental sustainability which has influenced governments, businesses, and consumers. Eco-friendly practices are used by organization as there is awareness of climate change, natural resources depletion and the environmental concerns due to industrial activities. Green marketing has been proved as one of the important plan of action for the expansion of business. It also helps to promotes sustainable consumption along with increased reputation of the brand. Green marketing refers to an organization's efforts to design, promote, and distribute products that prioritize environmental well-being — such as using eco-friendly packaging, minimizing waste, and utilizing recycled or sustainable materials. (Peattie, 2016). It involves integration of the practices like making efforts on those communication which enhances sustainability, use of organic material, etc.

Green marketing evolution is reflected in the use or decisions made by consumers and in the use of the products meant for their lifestyle. Consumers these days as and individual and as an community are concerned about issues like as resource depletion, climate change, pollution, e-waste, etc. The manufacturing units which have significant environmental impact have started taking steps to incorporating practices related with sustainability and environment protection into their working. They have also started promoting these eco-friendly initiatives as one of the major part of corporate responsibility (Mishra and Sharma, 2014). These days there is increasing awareness among consumers about the suspicious of the environmental claims made by firms or industries.

Textile Industry is considered as one of the largest industries globally and at the same time it is also the industry which is creating maximum pollution. It has been found by the environmentalist that this industry created pollution in the form of water-intensive cotton production, chemical-based dyeing processes, waste generated by fast fashion, etc. And so being a global hub for textile production, India has significant clothing consumption for environmental footprint. All these causes has resulted among Indian consumers, the increased demand for eco-friendly apparels and sustainable options. Green marketing in the clothing industry therefore plays a double role of like it

addresses environmental concerns and meet the changing expectations of socially responsible consumers.

A conscious consumer in the market always takes the trend above (Aaker, 1982). GenZ and Millennials are very much aware about their purchases and its effect on environment and on society. Usually the young generation are in favour of the companies or organizations who understand their social responsibilities and those who adopt the sustainable practices in their procedures like supply chain, distribution etc. Nevertheless, although this mounting perception, there exists a well-familiar "attitude–behavior gap"—while buyers may state positive attitudes for eco-environmentally friendly goods, these approaches do not always interpret into definite acquiring behavior. Customers fail to have consistency towards sustainable choices because of the factors like lifestyle preferences, skepticism about green claims, lack of awareness, limited availability and price sensitivity.

Interesting facts and case studies are evident in the Indian clothing industry. Irony is found as on one hand brands at all the levels are working hard to maintain the sustainability so that they can promote eco-friendly apparels, giving importance to the significant use of organic fabrics, recycling the fabric, ethical sourcing etc. and on other hand, a large group of consumers in India is prioritize the price, going for fashion trends. Important questions are raised due to this contradiction: To what extent does green marketing actually influence consumer buying patterns in India? Which key factors hinder or act as a barrier for the consumption which is sustainable? Do demographic differences—such as education, income, gender or age moulds the behaviour and attitude of consumer attitudes toward eco-friendly clothing?

India's market is overwhelmed by a combination of strong value schemes of corporate houses, rules and regulations from government and environmental awareness among consumer. This alignment of consumer perception, compliance pressure, and measurable impact accelerates investments in sustainable innovation, making green marketing a strategic priority for Indian firms.

As per the background, the researcher seeks to examine the impact of green marketing on consumer buying patterns in the Indian clothing industry. By exploring the

perceptions of consumers alongwith the actual purchases made, the present work aims to provide a thorough perception of how green marketing strategies persuade decision-making. The research also studies demographic variations and the endurance of the attitude–behavior gap which contributed to the marketing strategies applied in the field along with the theoretical background in the fashion sector with sustainability.

2. Review of Literature

- Cui et al. (2025) discussed in their study about the Systematic Literature Reivew (SLR) of around 54 studies by using the PRISMA 2020 method. They explored green marketing in the textile and apparel industries. Their study identified five main themes which includes, Fashion Culture, Supply Chain Management, Consumner Behaviour, Circular Economy and green marketing and branding. A conceptual framework is proposed to guide industry applications and link research with practice. The authors also emphasize the need for more region-specific studies to strengthen sustainable marketing strategies.
- Vehbi et al. (2025) investigated the relationship between business strategy and green marketing in the competitive market of Iran's fashion industry. On the sample of 230 respondents, it was found that green marketing has a positive impact on competitive and green business strategies, where competitive strategy acts as a mediator. Researchers conclude that flexibility is required in adopting green practices so as to meet the need of for sustainable competitiveness in unpredictable markets.
- Liu & Kim (2025) investigated how the green marketing mix—comprising green product, price, place, and promotion—affects brand attitudes and loyalty among Millennial and Gen Z (MZ) consumers of outdoor brands in South Korea. The researchers found that if the consumers are involved in outreach activities it builds a positive effect of green marketing pertaining to the attitudes of customers. The brand loyalty was positive in this case
- Das (2025) investigated the difficulties and challenges of using ideas pertaining to circular economy in India's textile scene. Some major hurdles found through study includes coordinating supply chains and getting consumers involved. Stress was

laid on the use of digital tech to meet to the demand of sustainability and expected that these issues could really help green marketing in clothing.

- Heidenstrøm (2024) critically inspected how the fashion industry engages green marketing, claiming that while sustainable works are often highlighted, they tend to help industry interests more than the factual benefits of environment. The sample in the present study was 41 fashion marketing narratives. The study encountered the legitimacy of eco-marketing in fashion and highlights the importance of cross-examining such narratives beyond their surface appeal.
- Cosma (2024) checked out the variables which are affecting the buying decision in sustainable clothing in Romania, a country with middle incomes. The study observed that consequences about assisting others, observing their thinking and identifying their attitudes toward sustainability positively prompt intentions to buy eco clothes. This has reflected the influence of culture and social stuff on the act of customer for buying green items.
- Rana (2024) mentioned in his study about the tactics used in sustainable fashion for green marketing, few of such tricks are connecting digitally, getting certifications, being open, telling stories, etc. The major stress laid by this article is educated customer and emotional ties with them helps to raise sustainable choices.
- Nekmahmud & Fekete-Farkas (2023) highlighted the factors responsible for making green buying choices in the markets of Bangladesh. The major focus on the study was the awareness or worrying about environment helps to get positive decisions. These results reflects why green marketing needs to build awareness and spotlight perks of sustainable products.
- Santos et al. (2023) gave a thorough review of green marketing and greenwashing in fashion and textiles. Stress is being laid down on taking the responsibility of hailing the environment of maintain good green habits, using tricks can lead to reduce the trust of brand loyalty.
- Kumar et al. (2017) has found that the public gets attracted by the feelings in green ads as there is a blend of facts about sustainability. The study suggested blending the logic with emotions for sustainability is helpful.
- Khare & Sadachar (2017) did their study in the developing region of the country where there are price-conscious consumers for sustainable products. They also found financial constraints which frequently affect these environmental concerns during purchasing decision. These are the signals which give the directions for

keeping importance of making sustainable options more accessible and affordable for mainstream markets.

- Yadav & Pathak (2016) gave a setup for green marketing tactics, stressing how important it is to match product features with what consumers value. They used the Theory of Planned Behavior to show that being conscious of the environment and social rules really predict green buying among Indians.
- Das & Banerjee (2015) did their research in fashion segments, FMCG and consumer electronics which led to green marketing efforts like using recycled content, advancing take-back schemes and repairability. Debates on "green claims" endured, clarity statements alongwith demonstrable environmental benefits facilitated to maintain consumer trust and adoption of green products.
- Chen & Chai (2015) showed that unproven and unclear green statements actually damage brand's believability. People are very smart in identifying fake eco messages. The experts suggested green auditing is a must for green marketing to work. This study set up important and basic principles for doing the things for and for developing trust which works in branding that's eco-friendly.
- Gupta & Sharma (2014) examined in their study that Indian brands progressively linked green initiatives to sustainable packaging, energy efficient measures and tangible business value as core brand attributes. Consumer awareness grew, with many buyers considering environmental claims as a factor in trust and purchase decisions.
- Singh & Kapoor (2014) saw rising demand for transparency, with firms publishing sustainability reports and pursuing third-party verification to counter "greenwashing" perceptions. This increased the demand for regulatory focus and CSR norms pushed firms to embed environmental considerations into product design, packaging, and distribution.

3. Research Gap & Statement of the Problem

At international level studies have suggested that green marketing is influencing consumner behaviour but the researchers on closing industry are meagre. Apparel industry is often overlooked through it holds a strong consumer involvement because it is related with lifestyle and fashion.

Statement of the Problem: With the rise in consumer awareness related with sustainability, there are less published sources which is taking about the influence of green marking on the buying behaviour of the consumers in the apparel industry. This gap necessitates a study that investigates consumer perceptions, demographic influences, and the attitude–behavior gap in sustainable clothing purchases. The Title of the Thesis is "Impact of Green Marketing on Consumer Buying Patterns on the clothing Industry"

4. Rationale of the Study :

Green marketing can play a vital role in reshaping consumer choices toward eco-friendly alternatives, thus benefiting both businesses and the environment. This study is significant as it will:

- Provide insights into the effectiveness of green marketing in influencing consumer decisions.
- Help identify key drivers and barriers of sustainable clothing consumption.
- Offer practical recommendations for brands to bridge the gap between consumer attitudes and actual purchasing behaviour.

5. Objectives of the Study

1. To examine consumer awareness of green marketing practices in the Indian clothing sector.
2. To analyse the influence of eco-labels and certifications on consumer trust and purchase decisions.
3. To investigate consumer willingness to pay a premium for eco-friendly clothing products.
4. To explore the effect of perceived product effectiveness (quality, durability) on green buying intentions.
5. To study the role of social norms and peer influence in promoting sustainable fashion choices.

6. Hypotheses of the Study

H1: Price, quality, availability, and eco-labels shape consumer choice for sustainable clothing.

H2: The presence of eco-labels and certifications significantly increases consumer trust in sustainable clothing brands

H3: Consumers with higher environmental concerns prefer sustainable apparel and are willing to pay a premium for eco-friendly clothing.

H4: Perceived product effectiveness (in terms of quality and durability) positively influences consumers' intentions to purchase green clothing

H5: Social norms and peer influence significantly affect consumers' adoption of sustainable fashion choices.

7. Research Methodology

7.1. Research Design

7.1.1 Research Type: The present study adopts a descriptive and analytical research design. A descriptive research design aims to collect data through survey where the attitudes, perceptions and behaviours of the consumers towards Green Marketing will be studied. Analytical study helps to find the relationship between the variables. In the present study relationships between green marketing initiatives and consumer buying patterns, will be study. Their hypothesis will also be tested later on.

7.1.2. Sampling

7.1.2.1 Population: The population for the study comprises consumers of clothing products residing in Maharashtra Region with major focus on urban areas.

7.1.2.2. Sample & Sampling Method: Under sampling, researcher will use stratified random sampling technique for the demographic groups within the population. The sample size will consist of approximately 300–400 respondents, stratified according to key demographic factors such as age, gender, income, and educational qualification.

7.1.3. Data Collection: The study will rely on both primary and secondary data.

7.1.3.1.*Primary Data:* Information will be collected using a structured questionnaire, comprising both close-ended and Likert-scale items designed to measure consumer attitudes, perceptions, and buying intentions toward green clothing.

7.1.3.2.*Secondary Data:* Data will be taken from secondary published sources like government publication, market reports, published journals, etc

7.1.4 Variables of the Study: The study incorporates the following variables:

7.1.4.1 Independent Variable: *Green Marketing Practices* (including eco-labeling, green packaging, advertising, and sustainable production practices).

7.1.4.2 Dependent Variable: *Consumer Buying Patterns* (reflected through purchase intention, actual purchase behavior, and brand loyalty).

7.1.4.3 Moderating Variables: *Demographic factors* such as age, gender, income, and education, which may influence or alter the strength of the relationship between green marketing and consumer buying behavior.

7.1.5 Tools and Data Analysis: For analysis of data and interpretation researcher will use both descriptive and inferential statistical technique. Descriptive statistics will include mean, percentage, standard deviation and inferential tools such as regression analysis, ANOVA, and correlation will be applied to test the formulated hypotheses and assess relationships between variables.

8. Implications of the Study

8.1 This study influences the abstract understanding of green consumerism by exploring the persistent *attitude–behavior gap* in the Indian apparel industry.

8.2 This study will cater some actionable insights to design effective green marketing strategies that motivate consumers to move from favorable attitudes to actual purchase behavior.

8.3 The study will offer valuable inputs for policymakers and regulators in the Indian textile and apparel sector.

9. Scope of the Study and Limitation

The scope of the present research is limited to explore the influence of green marketing on consumer buying decision in the Indian clothing industry. The study focussed on

private-sector apparel brands. As the scope is limited to clothing sector only it ensures the analysis and findings to be in detail.

Limitations of the Study:

- The study is limited to specific regions or urban areas, not representing all of India.
- There may be the influence of rapidly changing fashion trends and social influences.
- Factors like brand loyalty, quality, price are not fully studied.
- Findings will be specific to the textile industry and may not apply in any other industry.
- Results are limited to the time of data collection.

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